

MERCHANTS OF WHITEFISH BAY (BID)
BOARD MEMBERS MEETING MINUTES
January 8th, 2021
ZOOM Meeting

Present: Jeff Commer, Marty Stilling, Paul Boening, Katie Hoven, Ted Balistreri, Tom Harris, Phil Aiello, Stefanie Hacker, Bryan Schauland, Katie Commer, Charlie Stalle, Tim Blakeslee, Marty Stilling, Jamie Lynn Fritsch, Emily Clinard and Kevin Schuck

Absent: None

8:30 a.m. Meeting called to order by Charlie Stalle', BID President

Welcome Jon Sagrillo, Refresh Aesthetic Center to the Board as the new Treasurer.

- Jon – "Excited to be part of the board. Refresh has been on the street for the past 9 years. I have 30 years consulting experience my MBA and look forward to working with this team."

December 4th, 2020 minutes approved by Jeff and seconded by Bryan

Paul Boening, Village Manager

- Construction update on Silver Spring Drive
 - Consaul Commons Village Board RFP out to construction companies for the project. Deadline is February 9th, 2021.
 - Project will be done in 2021, timing will be determined by the contractor, weather and taking into consideration of The Bay
- Ice Rink at Cahill is open and has been successful to date.
 - In 2021 BID could consider being a sponsor.
 - Charlie asked any monies raised where do they go? Paul responded: Sponsorship/Ad money will go directly to the MWC. In terms of costs – the Village gave \$75K and MWC \$300K, operation expenses are split 50/50
- Lights are up on poles on Silver Spring many have stopped working. Paul and Tim are looking into new lights that are more durable. The Village will replace them in spring.

Stephanie Haacker – Graef

- See attached – will be a living breathing documents, changes can be made throughout the years

Executive Director Report – See attached

- See attached

Kevin Schuck

- Finalized number for 2020 and have shared with Jon.
- Came close to breaking even – end of year profit of \$6,700

Jeff Commer nominated Jon Sagrillo as the Treasure for the BID, Bryan Schauland seconded it, all in favor, non-opposed. CONGRATS to Jon!

Farmer's Market: Still in discussion, decision made February 5th, 2021

- Move back to Berkeley
- Adds element of activity on the street
- 2020 was super successful for vendors
- Who are we serving with this – the community or the BID?
- Stephanie may have contact from UWM

Art Festival

- Amdur wants to do in 2021, July 10th – 11th
- Jeff Commer made a motion to host the Art Festival in 2021 with a maximum budget of \$6,000, Bryan Schauland seconded it, all in favor, non-opposed.
- Jeff Commer will be in touch with Amy from Amdur

New Business:

Meeting Adjourned: 10:03 am. Jeff made a motion and Bryan seconded.

Next meeting: February 5th, 2021

Upcoming Meetings for 2021:

Board Meetings 2021

March 5th, 2021

April 2nd, 2021

May 7th, 2021

June 4th, 2021

July 2nd, 2021

August 6th, 2021

September 3rd, 2021

October 1st, 2021

November 5th, 2021

December 3rd, 2021

Event Schedule for 2021

Annual Awards Meeting - March 11th, 2021 NOT CONFIRMED

Bay Day – May 1st, 2021

Farmers Market – July 10th - October 16th, 2020 – Aurora Parking Lot NOT CONFIRMED

Art Festival July 10th & 11th, 2021

Side Walk Sale – July 16th – 17th, 2021 – NOT CONFIRMED

Trick or Treat – October 30th, 2021 – NOT CONFIRMED

Holiday Stroll – November 26th, 2021

Hanukkah – November 28th – December 6th, 2021